TCA

- Jockeying for position at Videotex '83
- Hughes' Galaxy I launch a success
- Is HBO making friends with DBS?
- Washington, D.C., issues draft of RFP

CableVision

The news and features weekly of the cable television industry July 11, 1983 $3.00

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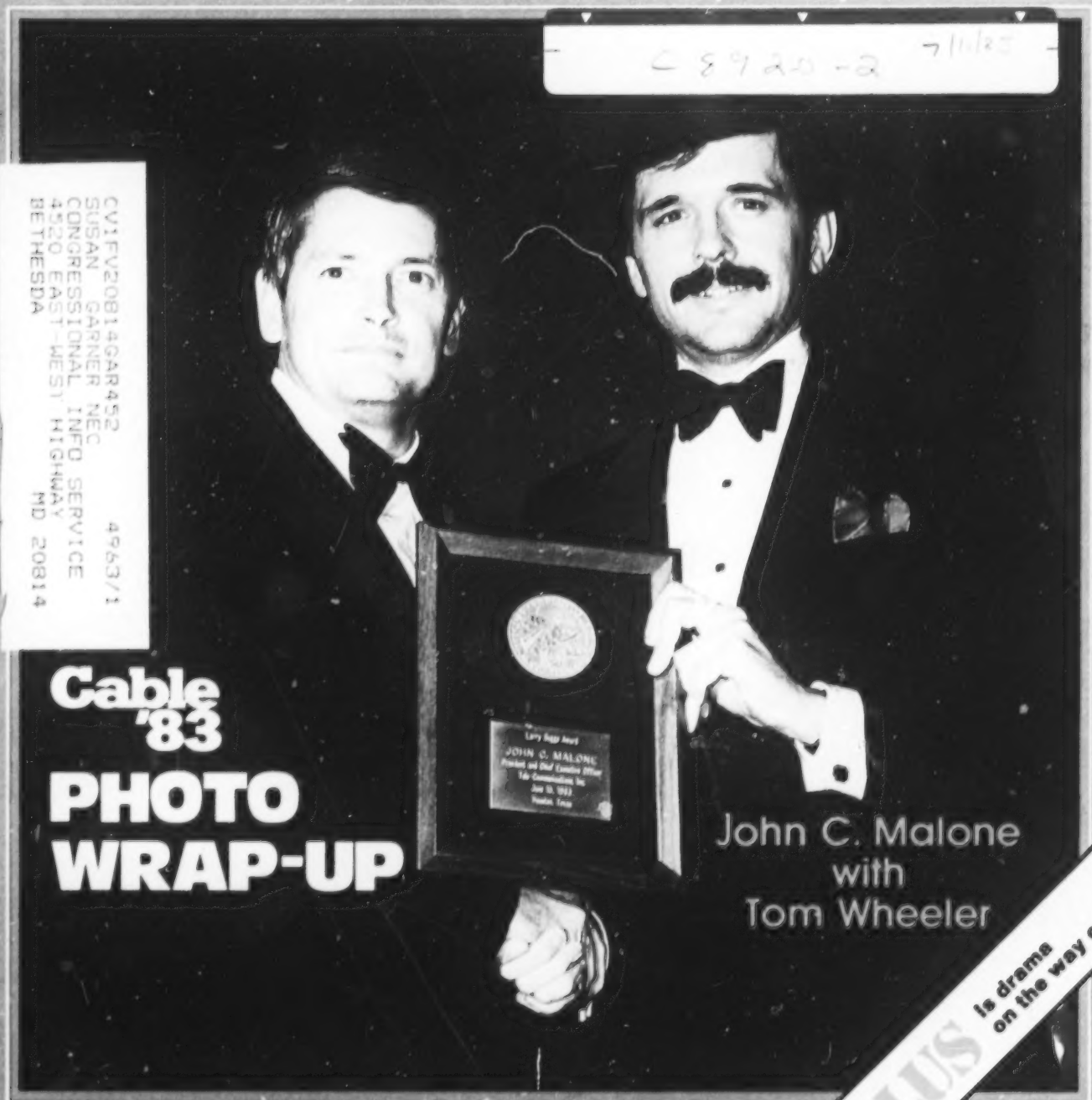

Cable '83 PHOTO WRAP-UP

John C. Malone with Tom Wheeler

PLUS Is drama on the way out?

CableVision July 11, 1983. Volume 8, Number 44

Between the lines/5
CableScope/9
Newswire/10
Update/13
Leading the week/15
Programming/23
Marketing/30
Advertising/35
Business/38
Photo wrap-up/46
CableVision Plus/75
Government & law/133
Technology/136
People/144
Classifieds/156
Advertisers' index/160
Events/162
From New York/164
Cable stats/166
Parting words/170

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Kathryn Creech and Tom Wheeler.

Cablemania in Houston

From the opening kick-off, to the gala dinner-dance and presentation of NCTA's National Awards, the 32nd annual convention, held at the Astrodome, was hot, hectic and well worth it. **Page 46**.

Live from N.Y., Ted Turner

Turner Broadcasting chief Ted Turner roared into New York City last week, accusing *Playboy* magazine of "yellow journalism" in connection with its presentation of his second Playboy interview. Turner also acknowledged that a DBS deal involving his services is in the offing, with details probably to be announced "sooner rather than later." **Leading the week, pages 15-18**.

Nor-West wins St. Paul

Nor-West Cable Communications, a group of local investors, won out over MSOs Group W and Continental Cablevision in a City Council vote on the St. Paul market. **Leading the week, pages 15-18.**

Videotex '83 confab

Cable took somewhat of a back seat at last week's Videotex '83 in New York, but its future as a potential distribution mode for videotex, teletext and cable text services cannot be discounted. **Leading the week, pages 15-18**.

HBO's Central feed

HBO plans a Central Time Zone feed via Galaxy and—just maybe—a DBS/SMATV multinetwork service. **Leading the week, pages 15-18**.

Galaxy I launched

The Galaxy I satellite was successfully launched last week. The new bird, using a "shopping center" approach to transponder sales, will transmit programming from some of the best-known pay and basic programmers. **Leading the week, pages 15-18**.

The future of videotex

Panelists at Videotex '83 voiced the theme that videotex opportunities lie in direct mail marketing. **Page 35**.

Cable's role in videotex

Videotex equipment and distribution may be dominated now by computer companies and AT&T, as evidenced by last week's Videotex '83 conference, but industry players are looking at two-way cable for future distribution. **Page 38.**.

FCC reduction takes effect

Most observers foresee few changes with five commissioners, but Jones' vacancy may delay controversial items. **Page 133**.

About the cover

During a dinner-dance and awards program concluding the NCTA's annual convention in Houston, John Malone, president and CEO of Telecommunications Inc. was presented the Larry Boggs Award. Photo by Rob Stuehrk.

O'Toole and Kidder in 'Pygmalion' on Showtime.

This week in PLUS

Where have all the theatrical productions gone? After a few not-too-successful attempts to put plays on cable, most services are quietly veering away from theater and turning to other things—like more movies. Producers argue that theater, done right, will work . . . An obscenity decision must always tread the precarious line between protection and censorship. And now a new term has come into play: "indecency." *CableVision Plus* looks at the current state of obscenity rulings and cases. Two suits are trying to protect viewers from adult fare, and another suit is protecting the viewer's right to receive it. Pages 75-98.

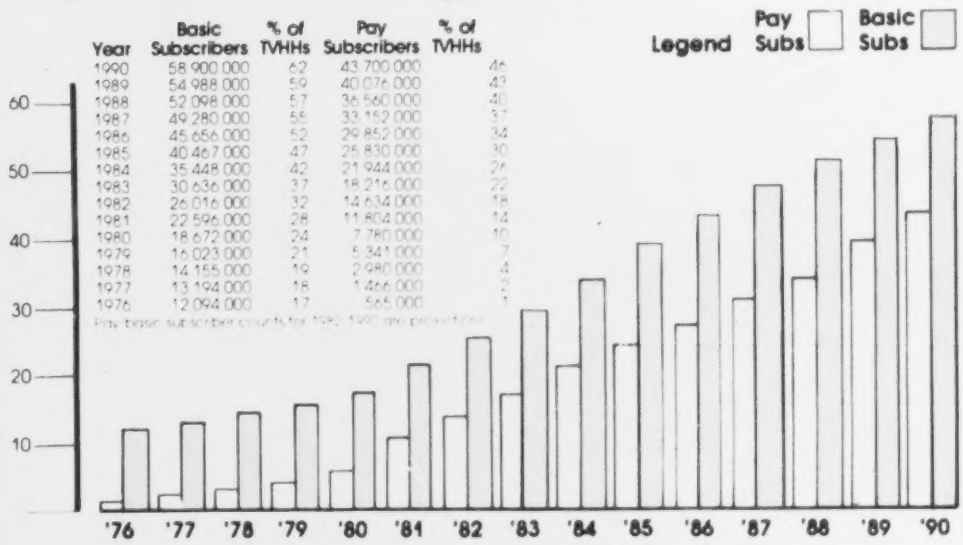
Cable stats

Source: ICR, Cable Information Service

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	56	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	566,000	1

Pay, basic subscriber count for 1982-1990 are projections



Cable barometer

Television households (TVHH) 83,900,000
Homes passed by cable (HP) . 51,019,700
Percent of TVHH passed by cable 60.8%
Basic cable subscribers . 28,933,300
Percent of TVHH with basic cable 35.7%
Percent of HP with basic cable 56.7%
Pay cable subs 16,800,000
Percent of TVHH with pay cable 20.2%
Percent of HP with pay cable 32.9%
Percent of basic subs with pay cable .. 58.1%

Figures are as of May 31, 1983

Film product comparison—July

Film	Pay Networks					Distributor
A Dangerous Summer			TMC*			Samuel Goldwyn Co.
A Doll's House				HTN*		Paramount
All The Marbles		ST			(C)	MGM/UA
The Amazing Captain Nemo	HBO*					Warner Bros.
An Eye For An Eye		(ST)			C*	Wescom
And Now for Something Completely Different					C	Columbia
And Now My Love					C*	Castle Hill
Angel of H.E.A.T.		(ST)			C	Carolco
Another Man, Another Chance					C	MGM/UA
Arthur	HBO*		TMC	(HTN)		Warner Bros.
Attack Force Z	HBO		(TMC)			Overseas Film Group
Author! Author!	HBO*	ST*	(TMC)	(HTN)		20th Century Fox
Baby Blue Marine					C	Columbia
Beach Girls		ST	TMC		C	Crown International
Beau Pere					C	Orion
Beloved Enemy		ST*				Samuel Goldwyn Co.
The Betsy		ST			C*	Lorimar
The Bible				HTN	(C)	20th Century Fox
Big Mo					C*	Wescom
Big Wednesday				HTN		Warner Bros.
Breaker Morant		(ST)			C	New World
Breakthrough	HBO			(HTN)		Worldvision
Budo					C	Orion
Bugs Bunny's 3rd Movie: 1001 Rabbit Tales	(HBO)	ST*	(TMC)	HTN		Warner Bros.
Carbine Williams		ST				MGM/UA
Cat People	HBO	(ST)	(TMC)			Universal
Challenge To Be Free	(HBO)	ST	(TMC)			Simcom
Circle of Two					C*	World Northal
Clash of the Titans	HBO	ST*	TMC	(HTN)	(C)	MGM/UA
Cloud Dancer		(ST)			C	Viacom
Coast to Coast			TMC			Paramount
Come Back to the Five And Dime, Jimmy Dean, Jimmy Dean		ST*				Viacom
The Confession				HTN		Paramount
Death Wish II	HBO*				(C)	Orion
Death Valley		ST				Universal
The Deep				(HTN)	C	Columbia
Double Exposure		ST	TMC			Crown International
East of Elephant Rock			TMC			Samuel Goldwyn Co.
Emily		(ST)			C	Atlantic
Endless Summer			TMC			Pacific Arts
Escape from New York	(HBO)				C	Embassy
Eye of the Needle	HBO	(ST)	TMC		(C)	MGM/UA
The Farmer Takes a Wife					C*	20th Century Fox
Fast Walking	(HBO)		TMC*			Lorimar
Fighting Back	HBO	(ST)	(TMC)			Paramount
Forbidden Zone			TMC			Samuel Goldwyn Co.
The French Woman		ST*				Film Gallery
The French Lieutenant's Woman					C*	MGM/UA
Friday the 13th		ST	(TMC)			Paramount
Friday the 13th, Part II	HBO*		(TMC)			Paramount
Friday the 13th, Part III	HBO	ST	TMC			Paramount
Galaxy of Terror			TMC			New World
Gideon's Trumpet					C*	Worldvision
Girl in White		ST				MGM/UA

Film	Pay Networks					Distributor
The Girl Who Had Everything		ST				MGM/UA
The Girls On The Beach			TMC			Paramount
The Great Adventure		ST*				Simcom
Grease II	HBO	ST	TMC			Paramount
Green Ice			(TMC)	(HTN)	C*	Viacom
Guys and Dolls		ST			(C)	Samuel Goldwyn Co.
Halls of Montezuma					C	20th Century Fox
Hamlet				HTN		Columbia
Hanky Panky	HBO			HTN	C	Columbia
The Happy Hooker		ST				Swank
The Happy Hooker Goes Hollywood		ST				Swank
The Happy Hooker Goes to Washington		ST				Swank
Haywire	HBO					Warner Bros.
Heartbeeps		(ST)	TMC	HTN*		Universal
Hey Good Lookin'			TMC			Warner Bros.
The Hollywood Knights					C	Columbia
The Hounds of Notre Dame			TMC			Atlantic
The House Where Evil Dwells	HBO	ST*	TMC*			MGM/UA
Humongous	HBO					Embassy
Hurricane		(ST)			C	Samuel Goldwyn Co.
If You Could See What I Hear	HBO*	ST*	(TMC)			Jensen Farley
Inglorious Bastards	HBO					HBO
Island of Adventure			TMC			Samuel Goldwyn Co.
The Ivory Ape					C	Worldvision
Jabberwocky			(TMC)		C	Aimi Group
Jimmy The Kid	HBO*					New World
The Jungle Book			TMC*	HTN		Cornith
Knightriders			TMC			United Film
Lady Oscar				HTN*		Sanrio
The Last Word			TMC		C	Samuel Goldwyn Co.
Le Sex Shop					C	Castle Hill
The League of Gentlemen					C	Janus
Legend of the Wild		ST				Taft
Liar's Moon	(HBO)				C	Crown International
Lion of the Desert					C*	Magnum
Lookin' To Get Out	HBO		TMC			Lorimar
Lover's Dark Ride					C	Worldvision
Lunch Wagon Jr.		ST			(C)	Seymour Borde
Marco Polo Jr.				HTN*		SMA Entertainment
Mary White			TMC			Hal Brown
Megaforce					C	HBO
Modern Problems	(HBO)			HTN		20th Century Fox
Monty Python and the Holy Grail			(TMC)		C	Aimi Group
Moonshine County Express					C	Viacom
The Music Lovers					C	MGM/UA
The Music Man		(ST)	TMC			Warner Bros.
My Palikari				HTN		Thorn EMI
Neighbors	(HBO)				C	Columbia
Never Never Land			TMC	(HTN)	(C)	Thorn EMI
Nothing By Chance				HTN*		Cornith
The Octagon	HBO				(C)	ACG
Odyssey of the Pacific		ST	TMC			Universal
Oh, God!	HBO*		TMC*			Warner Bros.
One On One			TMC			Warner Bros.

Cable stats

Film	Pay Networks					Distributor
The Opposite Sex		ST				MGM/UA
Outland		ST	(TMC)	(HTN)		Warner Bros.
Outlaw Blues			TMC*			Warner Bros.
The Outlaw Josey Wales	(HBO)	(ST)	TMC*			Warner Bros.
Over the Edge		(ST)	TMC			Warner Bros.
Papillon		ST*	TMC*			Lorimar
Penitentiary II	HBO	ST*				MGM/UA
The Pirate Movie	HBO	ST	TMC			20th Century-Fox
Poltergeist	(HBO)	(ST)	TMC*			MGM/UA
Popeye	(HBO)	ST	(TMC)	(HTN)		Paramount
Prince of the City			TMC			Warner Bros.
Private Lessons		ST				Universal
Ragtime	(HBO)				C	HBO
Raw Force		ST*				American Panavision
The Red Badge of Courage		ST			(C)	MGM/UA
Rocky III	HBO	ST	TMC	HTN	C	MGM/UA
Rollover	(HBO)		TMC*			Warner Bros.
Ruckus	HBO		(TMC)	HTN*		Wrightwood
Runaway Island		ST*				Reg Grundy
Saturday the 14th			TMC			New World
The Scapegoat		ST*				MGM/UA
Sea Wife					C*	20th Century-Fox
The Secret Policeman's Other Ball		(ST)	(TMC)		C	20th Century-Fox
Sgt. Pepper's Lonely Hearts Club Band			TMC	(HTN)		Universal
Showbiz		ST				MGM/UA
Sitting Ducks			TMC			United Film
Six Pack	HBO	ST	TMC	HTN		20th Century-Fox
Small Town Girl		ST*				MGM/UA
The Soldier	HBO		TMC			Embassy
Some Kind of Hero	(HBO)	(ST)	TMC*			Paramount
Spetters		ST				Samuel Goldwyn Co.
Squeeze Play		ST				Troma
Star Wars	(HBO)	(ST)	TMC*	(HTN)		20th Century-Fox
Strange Behavior		ST				WW Entertainment
Student Bodies		(ST)	TMC			Paramount
Summer Lovers		ST	TMC			Orion
Superman II	HBO*	(ST)		(HTN)		Warner Bros.
Taps	(HBO)			HTN		20th Century-Fox
Tarzan, The Ape Man	HBO	(ST)	(TMC)			MGM/UA
The Thing	HBO*	(ST)	TMC*			Universal
This Time Forever				HTN		Thorn EMI
Time After Time			TMC			Warner Bros.
Tip On a Dead Jockey		ST*				MGM/UA
The Ultimate Warrior		ST			(C)	Warner Bros.
Under the Rainbow	HBO		(TMC)	(HTN)		Warner Bros.
Unholy Garden		ST				Samuel Goldwyn Co.
Venom		ST*	TMC		(C)	Film Finance
Victory	HBO	ST	TMC	(HTN)	(C)	Lorimar
Waltz Across Texas			TMC			Atlantic
The White Lions	HBO					Alan Enterprises
Wrong is Right	HBO*					Columbia
Yankee Doodle Dandy				HTN	C	MGM/UA
Zapped	HBO	ST	TMC			Embassy
Zoot Suit	HBO*		TMC			Universal

Cable Network Legend

HBO—Home Box Office

ST—Showtime

TMC—The Movie Channel

HTN—HTN Plus

C—Cinemax

Sylvester Stallone and Buirgess Meredith in 'Rocky III.'

■ Networks in parentheses indicate carriage in February, March, April, May and/or June.

■ An asterisk following a network indicates the film is a carry-over from February, March, April, May and/or June.

■ In total, 162 films appear on the July schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (February-July 1983), three films—"Clash of the Titans," "Rocky III" and "Victory"—played on all five services. Six films appeared on four of the five networks, 26 of three and 46 on two networks. Eighty-one films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 21, followed by Warner Bros. with 19 and Paramount with 12.

■ "Rocky III," featuring Sylvester Stallone, Mr. T and the hit theme "Eye of the Tiger," lands a cover shot this month on the program guides of HBO, Showtime, TMC and HBO/Cinemax. Kenny Rogers and "Six Pack," his movie from last summer, scored a CKO (cover knockout) over "Rocky" on HTN Plus' guide. Also featured on the HBO/Cinemax guide: "Honky-Tonky" and specials from Billy Joel and The Who. The July Showtime cover includes shots of Diana Ross, "Pygmalion" and new episodes of "The Paper Chase" and "Faerie Tale Theater."

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc.	2,255,000 (12/82)
2.	American Television and Communications Corp.	2,198,000 (3/83)
3.	Group W Cable	1,904,641
4.	Cox Cable Communications Inc.	1,376,788 (6/83)
5.	Warner Amex Cable Communications Inc.	1,300,000
6.	Storer Cable Communications	1,228,977 (3/83)
7.	Times Mirror Cable Television Inc.	830,344
8.	Rogers UA Cablesystems	755,429
9.	Newhouse Broadcasting	751,625 (6/83)
10.	Continental Cablevision	664,000 (6/83)
11.	Viacom Cablevision	650,289
12.	United Cable Television Corp.	596,076 (6/83)
13.	Sammons Communications Inc.	549,890 (6/83)
14.	TeleCable Corp.	360,091 (6/83)
15.	Capital Cities Cable	314,283 (11/82)
16.	General Electric Cablevision	314,000 (6/83)
17.	Cablevision Systems Development	308,000
18.	Comcast Cable Communications	304,000 (6/83)
19.	Heritage Communications Group	288,699 (3/83)
20.	Liberty Communications	263,317 (5/83)

Number is a company estimate.
Includes MetroVision, NewChannels, Vision Cable.
Subscriber counts are as of 4/83 unless noted otherwise.
Source: ICR, Cable Information Service.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	221,585	(12/82)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	192,000	
3.	Houston, Texas	Warner Amex	182,600	(6/83)
4.	Manhattan, N.Y.	ATC	174,475	(3/83)
5.	San Antonio, Texas	Rogers UA	161,359	
6.	West Orange, N.J.	Maclean Hunter	148,044	(3/83)
7.	Wayne, N.J.	Rogers UA	119,941	
8.	Tulsa, Okla.	United Cable	106,565	(6/83)
9.	Audubon, N.J.	NYT Cable	105,332	(6/83)
10.	Erie County, N.Y.	Prime Cable	100,287	(6/83)
11.	Rochester, N.Y.*	ATC	100,000	(6/83)
12.	Austin, Texas	ATC	97,425	(3/83)
13.	San Jose, Calif.	Gill Industries	96,000	
14.	Cincinnati, Ohio	Warner Amex	95,000	
15.	Tidewater, Va.	Cox Cable	91,393	(12/82)
16.	Baltimore County, Md.	Caltec Cable	90,153	(6/83)
17.	Orlando, Fla.*	ATC	86,700	(3/83)
18.	Central Islip (L.I.), N.Y.	Viacom	86,606	
19.	Seattle, Wash.	Group W Cable	85,907	
20.	Memphis, Tenn.	ATC	85,025	(3/83)

* Number is an estimate.
Subscriber counts are as of 4/83 unless noted otherwise.
Source: ICR, Cable Information Service.